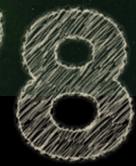


BASE ON A TRUE STORY

In 1878 Wilhelm Mast founded a vinegar production and wine distribution company in Wolfenbüttel.





His son, Curt Mast, invented the secret Jägermeister recipe more than 80 years ago.

It took time for Curt Mast to craft the right mix: "too sweet" or a "weak citrus note" would not do.

He finally found it in 1934, when he transformed 56 herbs, blossoms, roots and fruits plus 35% alcohol into a bold new herbal spirit.